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presenting a set of images to a user;
receiving input from the user indicating the user's like or dislike of one or more images in the set of images; and
establishing an aesthetic profile for the user based on the user's input.

17. (new) The method of claim 16, wherein each image in the set of images emphasize a certain aesthetic characteristic.

18. (new) The method of claim 17, wherein the emphasized aesthetic characteristic of at least one set of images is one of form, material, decoration, overall appearance, and novelty.

19. (new) The method of claim 16, wherein presenting a set of images to the user further comprises:

presenting the user with a scale in which to grade the strength of the user's like or dislike of one or more images presented in the set of images.

20 (new) The method of claim 16, wherein the input from the user indicating the user's like or dislike of one or more images in the set of images comprises the user's selection of an image from a set of images.

21. (new) The method of claim 16, further comprising:

presenting a plurality of sets of images to a user, wherein each set of images emphasizes a particular aesthetic characteristic; and

for set of images, presenting the user with a scale in which to grade the strength of the user's like or dislike of one or more images presented in the set of images; and

receiving input from the user indicating the user's like or dislike of one or more images in each set of images.

22. (new) The method of claim 21, wherein establishing an aesthetic profile for the user based on the user's input comprises:

examining the input received from the user;
determining whether the user has given consistent responses to an aesthetic characteristic emphasized in one or more sets of images; and
if a consistent response has been given, storing a profile tag indicating the user's preference for the aesthetic characteristic emphasized in one or more sets of images.

23. (new) The method of claim 22, wherein determining whether the user has given consistent responses to an aesthetic characteristic comprises:

sending the user a test set of images that emphasizes a particular aesthetic characteristic;
receiving input from the user indicating the user's like or dislike of one or more images in the set of images; and
comparing the input received from the user that corresponds to the test set of images to input received from the user that corresponds to one or more prior sets of images to determine if a consistent response has been given.

24. (new) A method for determining product profile, the method comprising the steps of:
viewing a product;
grading an aesthetic characteristic of the product on a scale; and
storing the grade in a field corresponding to the graded aesthetic characteristic within the product profile.

25. (new) The method of claim 24, wherein the step of viewing a product comprises:
viewing one or more electronic images of the product.

26. (new) The method of claim 24, further comprising:
grading a plurality of aesthetic characteristics of the product on a plurality of scales; and
storing the grades in a plurality of fields in a product profile, wherein each field in the product profile corresponds to an aesthetic characteristic.

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§1 > 27. (new) A method for selecting products that occurs over a networked computer system comprising:

retrieving a first user's profile, wherein the first user's profile comprises one or more tags which correspond to the first user's preferences for one or more aesthetic characteristics of products;

retrieving a second user's profile, wherein the second user's profile comprises one or more tags which correspond to the second user's preferences for one or more aesthetic characteristics of products; and

combining the first and second users' profile to create a composite profile.

28. (new) The method of claim 27, wherein the step of combining the first and second users' profile comprises:

combining a tag contained in the first user profile associated with an aesthetic characteristic with a tag contained in the second user profile associated with the same aesthetic characteristic; and

~~storing the combined tag in a composite profile.~~

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A2 29. (new) The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

averaging a value associated with the tag contained in the first user profile with a value associated with the tag contained in the second user profile.

30. (new) The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

assigning a weight factor to a value associated with a tag contained in the first user profile associated with an aesthetic characteristic;

assigning a weight factor to a value associated with a tag contained in the second user profile associated with the same aesthetic characteristic; and

averaging the weighted values of the tags in the first and second users' associated with the same aesthetic characteristic.

31. (new) The method of claim 28, further comprising:
receiving input from the first user indicating how the first and second users' profile should be combined.

32. (new) The method of claim 28 further comprising:
presenting the first or second user with one or more questions to determine how the first and second users' profile should be combined.

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~~33. (new) The method of claim 28, further comprising:
retrieving a second profile associated with the first user;
retrieving a second profile associated with the second user; and wherein the step of
combining the first and second users' profile to create a composite profile comprises:
combining the first and second profiles associated with the first user and the first and
second profiles associated with a second user to create a composite profile.~~

34. (new) The method of claim 33, wherein the second profile of the first and second users each comprise data which indicates non-aesthetic preferences of the user. --
